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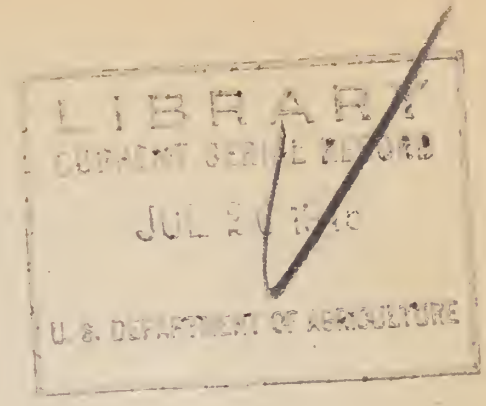
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"THE AGRICULTURAL FRONT"

(For Immediate Broadcast)

October, 1944

October on the "Agricultural Front"...and Fall is well under way. Many of you are pretty busy digging potatoes, picking late apples, getting the Fall ploughing done, and husking corn. October is a busy month... and we have a lot to talk about today. I'd like to discuss first the purchase program in hurricane apples, the onion situation, poultry and eggs, and finally, the butter situation to date.

First of all, and probably of prime interest to you is the news about the War Food Administration's purchase program for hurricane-damaged apples. The program will take care of 7500 tons or 500 carloads of hurricane apples for ten northeastern states. It's designed primarily to help fruit growers dispose of the windfalls caused by the hurricane that hit the orchards on September 14th and 15th.

The War Food Administration will pay \$1.50 a bushel for U.S. Utility Grade apples of the Greening, Delicious, Stayman, Cortland, and McIntosh varieties, and \$1.25 a bushel for Rome Beauty, York, Baldwin and Grimes Golden varieties. The grade specifications require a 2-1/4 inch minimum size, and allow drops instead of hand-picked apples. If the surface of an apple is bruised only over about 10 percent or

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less of its area, the damage is not considered serious...providing that no one bruise is more than an inch in diameter.

The apples purchased under this program will be distributed to Federal, State, and County institutions, and to school lunch users. The War Food Administration expects that through the purchase program, and with the cooperation of the trade and consumers, most of the apples which were blown from trees in the storm will be saved. And incidentally, about 3 million 830 thousand apples were blwon down by the hurricane. Of course homemakers can help this emergency situation through buying a bushel of apples today. With appetites spurred by the tang of Autumn...a bushel will disappear in no time.

And here's another item about apples...the War Food Administration has announced that fresh apples from the United States will be shipped to the United Kingdom this year. Ordinarily, dried apples would make up these shipments, but this season dried apples are short in supply. So the fresh fruit will be shipped as a substitute for part of the allotment of processed fruits.

The United Kingdom used to be the principal importer of fresh apples from the United States. Since 1941, however, there's been a lack of shipping space for that commodity...so dried apples have been shipped instead during the last three years.

The War Food Administration says that every effort will be made to have purchases of apples for shipment to our allies distributed fairly between Eastern and Western producing areas. Shipments from the Eastern

orc hards will be made up of U.S. No. 1 and better grades in 2 to 2-1/4 inch and 2-1/4 to 2-1/2 inch size groups. The shipments will be packaged in boxes and barrels. The boxes are required to be strapped. Eastern fruit must be packed in adequate amounts of shredded oiled paper.

As a drought relief measure, the Government, through the AAA, is making supplemental milk payments of 10 cents per hundred for milk and 1 cent a pound for butterfat. The areas covered include the states of Delaware, Vermont, New Hampshire, and Maine. Also included are certain areas in the following states...New York, Pennsylvania, Massachusetts, Connecticut, Maryland, Virginia, and West Virginia. For further details on the operation of this drought relief dairy payment, see your local AAA chairman.

And now I'd like to devote just a little of my time to a favorite and important vegetable. Any chef or homemaker can tell you that ONIONS make a difference in cooking...their flavor spices up many an old dish. And even alone, they're appreciated by many who love to eat.

Farmers have worked hard and long to produce a record crop this year. Many consumers have said, "Well, if that's the case, why are we urged to store onions for the winter? Why won't there be enough to go around?"

The answer is very simple...in fact, it can be summed up in one word... storage. Even though Government requirements for onions are very heavy this year, civilians should have just about enough to take care of normal demand...that is, provided space can be found for storage. Storage facilities are limited. Unless consumers store onions at home in larger quantities than usual, there may be no place on farms to store them now... and they may spoil.

The War Food Administration has designated onions the Victory Food Selection until October 7th. This comes right at the peak of the harvest season. So buy a bag of onions today. Use them generously in cooking and store your supply in a cool dry place in your cellar or attic.

And here are some up-to-date facts about the poultry-and-egg situation. According to the latest report of the Bureau of Agricultural Economics, the prices farmers receive for eggs during the next six months are expected to be less than in the same months of 1943 and 1944. Egg production will be smaller in the same period, as compared with the end of 1943 and the beginning of 1944. However, the lower requirements for drying purposes, plus the record storage stocks of fresh and frozen eggs will probably leave more egg products available to civilian consumers.

The farm price for turkeys during the 1944 and '45 marketing season will probably average at least as much as last year, according to the BAE report. Turkey production is estimated at about one-half billion pounds, dressed weight. This is 8 percent above last year...and higher than production in any previous year on record. However, consumer incomes are higher, and military demands are heavier...so that civilian demand for turkeys will probably exceed available supplies, and wholesale and retail prices will be at ceiling levels.

I think you dairy men will be interested to know where your products are going....so here's the story on butter and other milk products.

As far as the butter supply is concerned, United States civilians will get 80 out of every hundred pounds manufactured this year. Fifteen pounds out of every hundred goes to the armed forces. And the remaining five

pounds out of every hundred will be sent to the Russian Army...chiefly for use in hospitals.

The average civilian share of butter this year will be slightly less than 12 pounds per person...as compared with 16.7 pounds for the year between 1935 and 1939.

Government purchases of butter this year amounted to 285 million pounds. That was considerably less than last year's purchases of 464 million pounds....because there was some carry-over this year. Last year, the government had no butter stocks on hand as it did this year...so butter had to be procured under a set-aside order. This meant that butter manufacturers were required to set aside a certain amount of each month's supply for purchase by the government. These set-asides were highest in the months of peak milk production...that is, during the spring and summer months. During the fall and winter months, when milk production is seasonally low, the War Food Administration requires manufacturers to set aside no butter. So, civilian supplies remain more or less even throughout the year.

Even so, civilians are going to find the butter situation tighter than it has been. There are several reasons for this. For one thing, more people are anxious to buy butter than ever before. For another, we're sharing our supplies now with our own fighting men and with Russian soldiers. As you know, this is the season when milk production declines. And butter production now is smaller than it was in peacetime. July butter production, in fact, was the lowest in twenty-two years. So some sections of the

country...and especially those farthest away from the butter-producing areas in the Middle West...are beginning to notice the limited supplies.

Actually, smaller butter production has nothing to do with smaller milk production. Annual milk production is about 15 million pounds higher than it was pre-war. It's just that none of this increase in milk is reflected in the manufacture of butter. The added supply of milk has meant more fluid milk to meet increased consumer demand...more cheese, more evaporated milk...and milk powder for shipment to fighting Americans overseas.

We're drinking between 20 and 25 percent more milk now than we did before the war. This increase is a fine thing from a nutritional point of view...and government officials want to encourage milk consumption. So no limitation was placed on fluid milk sales, although it would have meant larger supplies of other milk products.

The dairy products most in demand for military export are whole milk powder, cheddar cheese, and evaporated milk. These products pack well and store safely...and they take relatively little space. Military demands will of course increase with more men going overseas. So the military forces have asked for 75 percent more evaporated milk in 1944, than in 1943.

The important fact to remember about butter is that civilians are actually getting 80 out of every hundred pounds produced. This September, butter manufacturers reserved 20 percent of their supply to meet government requirements. But beginning October 1st, all the butter manufactured

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is going to civilians...and this arrangement will continue until the spring when production gets seasonally higher.

And that finishes our agenda of news and views for October. Until next month, remember, we still have a long hard pull ahead of us. You can help to keep food flowing in a steady stream to our fighting men by providing as much as possible of the foods most urgently needed by our armed forces and the home front. Food is now Fighting For Freedom!

